

fashion / calendar

Ruth Finley, Publisher / a weekly publication / 23rd year

8 East 77th St./New York 21, N. Y./TR 9-2343/ JAN. 21, 1963

1963

JANUARY	FEBRUARY	MARCH	APRIL
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 18, 1963</u>			
Thursday Jan. 17 9:00 A.M. Breakfast	PREVIEW: FALL-WINTER ITALIAN KNITWEAR "Jet With Gino Paoli"--preview of haute couture collection of Italian knitwear, designed by Chiara Ghigi and Pino Lancetti. <u>Show at 9:30 A.M.</u> For press and buyers, by invitation. Contact: Edith Brown, BR. 9-0925. Publicity: Terry Seymour and Reggi Riccardi, MU. 8-6380.	GINO PAOLI	1407 BROADWAY SHOWROOM - 37TH FLOOR
Thursday Jan. 17 2:30 P.M. Cocktails	OPENING OF SUMMER COLLECTION Collection of shirts, separates, skirts, and knitted dresses. For press and resident buyers. By invitation. Contact: Rhoda Sattler, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Jan. 17	SHOWING: SPRING-INTO-SUMMER COLLECTION Informal daily showings of Mr. Mort's "Spandable" collection, designed by Stanley Herman. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Friday Jan. 18- Jan. 25	SUMMER COLLECTION IN DALLAS, TEXAS Showing of "Petti-4" casual wear for the petite miss; and "Terry Rogers" misses sizes. Contact: William Freedman in Dallas.	GROSS-SYDNEY, INC.	MERCHANDISE MART ROOM 7-124
Saturday Jan. 19- Jan. 25	OPENING: FLORENCE COUTURE FASHIONS <u>Jan. 19:</u> 11:00 A.M. Millinery Show by La Familiare. 2:30 P.M. (Sportswear & Boutique) Glans; Paola Nucci; Myricae; Valditovere; Di Simone; Camisene; Vito; Scarabocchio; Laura Aponte; Naka; Trico; Celli; Avagolf. 9:00 P.M. (Sportswear & High Fashion) Bertoli; Avolio; Mirsa; Ken Scott; Roveda (Teen-Age Fashions). <u>Jan. 20:</u> 10:00 A.M. (Sportswear & Boutique) Veneziani Sport; Emilio Pucci; Enzo Selections; Guidi Boutique; Antonelli Sport; Marucelli Boutique; Giollica Boutique; Sarli Boutique; Galitzine Sport. 2:30 P.M. (High Fashion) Forquet; Lancetti. 9:00 P.M. (High Fashion) Antonelli; Emilio Pucci. <u>Jan. 21:</u> 2:30 P.M. (High Fashion) Carosa; Enzo. 9:00 P.M. (High Fashion) Galitzine; De Luca. <u>Jan. 22:</u> 11:30 A.M. (High Fashion) Bikini. 2:30 P.M. Schuberth; Valentino. 9:00 P.M. (High Fashion) Fontana; Garnett. <u>Jan. 24:</u> 2:30 P.M. (High Fashion) Giollica; Balestra. 9:00 P.M. (High Fashion) Sarli; Giuliano. Contact: G.B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy.	CENTRO DI FIRENZE LA MODA	FLORENCE, ITALY

CONTINUOUS SHOWINGS - These collections have opened

- ALBERTO KNITS, INC. . . . Spring and early Summer imported knits.
1407 Broadway, 12th Floor, OX. 5-1840.
- AYWON DRESS COMPANY . . . Spring-Summer collection designed by Miss Sabina.
525 Seventh Avenue, 4th Floor, LO. 3-0870.
- DARIEUX CREATIONS . . . Spring-Summer cocktail and evening haute couture fashions.
498 Seventh Avenue, 22nd Floor, LW. 4-3270.
- PEPE FERNANDEZ. . . . Spring couture fashions by Pepe Fernandez. By appointment.
24 West 57th Street, Suite 505, CO. 5-1022.
- FLAIR DESIGNS . . . Spring young fashions, sizes 4-14.
525 Seventh Avenue, 4th Floor, LO. 3-0870.
- FOXBRIDGE. . . . Sportswear designed by Robert Powell Johns.
Sheraton-Russell Hotel, Suite 311, BR. 9-0555.
- GAY GIBSON, INC. . . . Summer fashions.
1407 Broadway, Room 3905, LO. 5-4212.
- JUNIOR ACCENT, INC. . . . Early Summer junior fashions designed by Frank Adams.
498 Seventh Avenue, 10th Floor, LO. 4-1434.
- KIMBERLY KNITWEAR, INC. . Spring-Summer knitwear collection.
1410 Broadway, 18th Floor, LO. 4-1080.
- VIRGINIA KREMENTZ . . . Spring-Summer imported ready-to-wear by five designers.
42 West 58th Street, RM. 203, PL. 3-4464; or PL.3-3500.
- LOOMTOGS, INC. . . . Spring-Summer collection by Leo Narducci.
1410 Broadway, 15th Floor, LA. 4-4671.
- MARCH & MENDL; . . . Misses Spring rainwear and town coats; juniors, P.R.L.
P.R.L. ALL WEATHER 512 Seventh Avenue, 21st Floor, LA. 4-7942.
- SAMUEL ROBERT, INC. . . . Spring-Summer leather fashions.
1407 Broadway, 27th Floor, MU. 2-6480.
- RONA DRESSES INC. . . . Summer dress collection.
1400 Broadway, 19th Floor, CH. 4-3872.
- SUE SAUNDERS; . . . Spring-Summer dressy junior fashions by Eva Haynal.
SUZETTE PETITES 1400 Broadway, 23rd Floor, CH. 4-1047.
- STREGA N.Y. INC. . . . Summer collection, designed by Monte Streitfield.
498 Seventh Avenue, 14th Floor, OX. 5-7410.
- SPORTS EDITION. . . . Arnold Palmer Spring-Summer golf fashions.
(DIV. LOOMTOGS, INC.) 1410 Broadway, 15th Floor, LA. 4-4671.
- ULLA. . . . Spring-Summer separates and sportswear. By appointment.
1384 Broadway, 18th Floor, BR. 9-9076.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JANUARY 21, 1963</u>			
Monday Jan. 21	CUSTOMER SHOWING: ORIGINAL FASHIONS	HATTIE CARNEGIE	42 EAST 49TH STREET SALON - 2ND FLOOR
11:00 A.M.- 4:00 P.M.	Also showing Jan. 22 and 23 from 11:00 A.M. to 4:00 P.M. Publicity: Jeri Amstel, PL. 5-2600.		

Tuesday Jan. 22	PREVIEW: FALL 1963 FABRICS	MILLIKEN WOOLENS, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
3:00 P.M.- 5:00 P.M.	Informal showings of Milliken's Fall fabrics '63, from 3:00 P.M. to 5:00 P.M., Jan. 22, 23, 24. By invitation. Publicity: Claudette Rose, OX. 5-1200.		

Beginning Tuesday Jan. 22	OPENING OF SUMMER COLLECTION	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Gross-Sydney's Summer collection of "Petti-4" casual wear for the petite miss; and "Terry Rogers" misses sizes at continuous daily showings. Contact: George Rappaport, CH. 4-3558.		

Wednesday Jan. 23-	OPENING: LONDON COUTURE FASHIONS	INCORPORATED SOCIETY OF LONDON DESIGNERS	LONDON, ENGLAND
Jan. 25	<u>Jan. 23: 10:00 A.M. Mattli. 11:45 A.M. John Cavanagh. 2:30 P.M. Hardy Amies. 4:15 P.M. Victor Stiebel.</u> <u>Jan. 24: 10:00 A.M. Charles Creed. 11:45 A.M. Angele Delanghe. 2:30 P.M. Ronald Paterson. 4:15 P.M. Lachasse.</u> <u>Jan. 25: 10:00 A.M. Michael Sherard. 11:45 A.M. Norman Hartnell. 2:30 P.M. Michael.</u> Contact: Lady Joubert, 315 Regent Street, London, W. I.		

Wednesday Jan. 23 12:30 P.M. Luncheon	FABRICS FAIR AND FASHION SHOW	N.S.I.D. & PARSONS SCHOOL OF DESIGN	HOTEL AMERICANA IMPERIAL BALLROOM
	Third annual International Fabrics Fair--exhibition of Fabrics by trade member firms, and fashion show. For benefit of NSID Educational Foundation and Alumni Scholarship Fund of Parsons School of Design. Panel: Norman Norell, John Moore - Talmack, David Kidd - Arthur Jablow, Ferdinando Sarri, Anthony L. Muto, Arkay Juniors, Mona Roset-Talbott Inc. Commentator: Constance Woodworth, Fashion Editor, N.Y. Journal-American. Tickets (\$12.50 per person), contact: Thomas McCabe at N.S.I.D., JU. 2-1421; or Christine Peterka at Parsons, PL. 9-2214. Publ.: Ted Materna, PL. 3-3240.		

Cancelled Jan. 24	OHRBACH'S PRESS PREVIEW OF ITALIAN "FINEZZA" SHOES, ORIGINALLY SCHEDULED FOR 9:30 A.M., HAS BEEN CANCELLED. Contact: Jocelyn Brown, OX. 5-4000.		
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Thursday Jan. 24 12:30 P.M.	CUSTOMER SHOWING: RESORT FASHIONS	DE PINNA	4TH FLOOR THE YOUNG ELEGANTE
	"Far Off Places"--complete collection of Resort fashions, including beachwear, casual cottons, cocktail and evening fashions. Special group of island-hopping clothes, a De Pinna exclusive. Door prize: Complete cruise wardrobe. Publicity: Betty Flannery, PL. 7-9000.		

Thursday Jan. 24 3:00 P.M.	PREVIEW: SUMMER COLLECTION	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Preview of Seymour Jacobson's Summer collection. For press and buyers, by invitation. Contact: Leroy Grayson, CH. 4-3488.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 24 4:00 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION The National Cotton Council will introduce Shelby Smith, the 1963 Maid of Cotton, and her washable cotton wardrobe at the 36th Annual Convention of the Soap and Detergent Association. Show at 4:30 P.M. By invitation only. Contact: Ruth Goldberg, Soap Ass'n., MU. 6-3662; or Margot Herzog, Nat'l Cotton Council, BR. 9-4920.	SOAP ASSOCIATION & NAT'L COTTON COUNCIL	WALDORF-ASTORIA GRAND BALLROOM
Friday Jan. 25 12:30 P.M. Luncheon	SPRING SPORTSWEAR AT LUNCHEON SHOWING "Trans World Flight Fashions by TWA"--sportswear by Evan-Picone. Shoes--Fiorentina. Gloves--Kislav. Door Prizes--Georg Jensen, Monet, TWA. Corday perfume presented to each guest. Press by invitation. Public by reservation--\$4.75; contact:"Headwaiter," EL. 5-3000. Waldorf Fashion Publicity: Ann Walsh. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	EVAN-PICONE, INC. (1407 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Friday Jan. 25 4:00 P.M.-- 6:00 P.M.	PARTY AND CHILDREN'S FASHION SHOW "Non-Birthday Party" for fashion editors' children and their mothers, with presentation of Spring-Summer children's collection, designed by Florence Eiseman. By invitation. Publ.: Janet Laib, 50 Riverside Dr., TR. 4-6178.	FLORENCE EISEMAN, INC. (MILWAUKEE, WISCONSIN)	UPSTAIRS-AT-THE- DOWNSTAIRS(37 W.56 ST.)
Saturday Jan. 26 3:00 P.M. Tea	CUSTOMER SHOWING OF BRIDAL FASHIONS Abraham & Straus customer showing of Spring-Summer bridal fashions. Tickets: \$1.00. Contact: Bride's Room, 3rd floor. Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT

Beginning Monday Jan. 28	OPENINGS: PARIS COUTURE FASHIONS (Picture release date will be Feb. 26.)	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Jan. 28:	9:45 A.M. and 3:00 P.M. Yorn(P); 2:30 P.M. De Rauch(P); 3:30 P.M. Jacqueline Godard. Esterel(no time set).		
Jan. 29:	10:00 A.M. Yorn(B); Goma(thereafter 10:30 A.M. and 3:00 P.M.); 11:30 A.M. Desses; 3:00 P.M. De Rauch(B); 5:00 P.M. Jacques Heim. Balmain(no time set).		
Jan. 30:	10:45 A.M. Nina Ricci; 12:30 P.M. Carven(P); 3:30 P.M. LaRoche; 5:00 P.M. Hermes.		
Jan. 31:	10:00 A.M. Lanvin-Castillo(B); Patou; 3:00 P.M. Phillippe Venet, Maggy Rouff, Carven(B); 5:00 P.M. Dior.		
Feb. 1:	10:00 A.M. Simonetta et Fabiani(B); 1:00 P.M. Griffe; 2:15 P.M. Lanvin-Castillo(P), Capucci; 3:00 P.M. Griffe; 5:00 P.M. Ferreras (thereafter 10:30 A.M. and 3:00 P.M.); 9:00 P.M. Simonetta et Fabiani(P). Scherrer(no time set).		
Feb. 2:	10:00 A.M. Simonetta et Fabiani(B), Lanvin-Castillo(B); 10:30 A.M. Givenchy(B); 2:30 P.M. Courreges(thereafter at 3:30 P.M.); 3:00 P.M. Lanvin-Castillo(P), Simonetta et Fabiani(B).		
Feb. 4:	11:00 A.M. Balenciaga(B). Gres, St. Laurent(no time set). Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris, France.		

Tuesday Jan. 29 2:30 P.M. Cocktails	PREVIEW OF SUMMER DRESSES For press and resident buying offices, by invitation. Beginning Feb. 4 through Feb. 14, daily except Friday at 10:30. Thereafter Mon. through Wed., at 10:30. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 31 11:30 A.M.	PRESS PREVIEW: SUMMER DRESS COLLECTION By invitation. Thereafter showings Feb. 4, 5, 6 at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday Jan. 31 3:00 P.M.	PREVIEW: SUMMER COLLECTION By invitation. Beginning Tues., Feb. 5, continuous daily showings. Contact: Isabelle Crawford, LW. 4-9000.	LESLIE FAY, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Friday Feb. 1 10:00 A.M.	PREVIEW: WINTER BOOTS FOR 1964 Golo will preview their Winter boot collection for 1964; also showing the "First Look" at Fall fashions. By invitation only. Contact: Arthur Samuels, Jr., BR. 9-5800.	GOLO FOOTWEAR CORP. (350 FIFTH AVENUE)	EMPIRE STATE CLUB 350 5TH AVE. (21ST FL.)
Friday Feb. 1 10:30 A.M.	PREVIEW OF SUMMER COLLECTION Helena Barbieri's collection of Summer cocktail and evening fashions. By invitation; also Feb. 6, 12, 14 at 9:30 A.M. By appointment. Continuous thereafter. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Friday Feb. 1 11:30 A.M.	PREVIEW OF SUMMER COLLECTION By invitation. Informal daily showings thereafter. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Friday Feb. 1 2:00 P.M.	PREVIEW OF SUMMER MISSES DRESSES By invitation. Thereafter daily informal showings. Publicity: Betty Yarmon, LO. 4-9194.	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday Feb. 4 11:00 A.M.- 2:00 P.M. Cocktails	PREVIEW: NAT'L NOTION AND NOVELTY SHOW "The World of Notions is a World of New Ideas"--products, packaging, designs, and ideas. By invitation. For trade: Feb. 4-8, N.Y. Trade Show Bldg., 500 Eighth Avenue. Contact: PE. 6-8820.	NATIONAL NOTION ASSOCIATION	HOTEL NEW YORKER TERRACE ROOM
Monday Feb. 4 11:30 A.M.	OPENING: SUMMER COTTON FASHIONS Arthur Jablow's cotton suit collection for Summer '63, designed by David Kidd. Showings Feb. 4, 5, 6, 7, 8 at 11:30 A.M. By appointment. Contact: Virginia Yost, LA. 4-3404. Publicity: Ruth Hammer Assoc., EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Feb. 4 3:30 P.M.	OPENING: SUMMER JUNIOR COLLECTION Showing of junior fashions, designed by Frank Adams. By invitation. Continuous thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Feb. 4	OPENING: SUMMER FLORIDA FASHIONS R and M (Miami, Florida) will present their Summer collection of daytime and evening dresses, designed by Jose Rivero. Contact: Marta Brito, 35 N.E. 17th St., Miami 373-9834; beginning Feb. 4, CI. 7-2200 (N.Y.).	R AND M HIGH FASHIONS, INC.	HOTEL GOTHAM 5TH AVE. & 55TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 4	OPENING: SUMMER COLLECTION Daily informal showings of Summer fashions, designed by Mort Mogel. Publicity: Florence Judson, BR. 9-0965.	PARNES FEINSTEIN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Feb. 4	OPENING: SUMMER SPORTSWEAR COLLECTION Continuous daily showings of Mr. Mort's Summer sportswear collection, designed by Bill Alvira. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Monday Feb. 4	OPENING: SUMMER COLLECTION Cocktail and evening fashions, designed by George Nardiello. Continuous daily. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday Feb. 4	OPENING: SUMMER COLLECTION Murray Zenkel's Summer collection at continuous showings. Contact: CH. 4-2270.	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday Feb. 4- Feb. 22	OPENING: SUMMER CALIFORNIA FASHIONS Wayne Fuller will present his Summer collection of daytime and country club dresses. Contact: Dick Steiner, 122 E. 7th St., Los Angeles, MA. 7-5461; beginning Feb. 4, CI. 7-2200 (N.Y.).	WAYNE FULLER, INC. (LOS ANGELES)	HOTEL GOTHAM 5TH AVE. & 55TH STREET
Tuesday Feb. 4 10:30 A.M.	OPENING: SUMMER COLLECTION Herbert Sondheim's Summer collection, designed by Bruno. Thereafter Feb. 6, 7, 12, 13, 14 at 10:30 A.M. By appointment. Contact: Norene Burke, LA. 4-7540. Publicity: Ruth Hammer Associates, EL. 5-7872.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 4 10:30 A.M.	OPENING OF SUMMER COLLECTION Mademoiselle Ricci's Summer collection, designed in Paris by Jules Francois Crahay of Nina Ricci, for Cole-Mort. By invitation, contact: Miss Shelly Wollin. Thereafter by appointment, contact: Rhoda Marcus, OX. 5-4760, Ext. 844.	MADemoiselle RICCI	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 4 1:00 P.M.	PREVIEW: SUMMER DRESS COLLECTION Summer dresses, designed by Stanley Herman, at 1:00 P.M. By invitation only. Continuous thereafter. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 4 1:00 P.M.	OPENING OF SUMMER JUNIOR COLLECTION Junior fashions, designed by Anne Klein, Feb. 5, 6, 7, at 1:00 P.M. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 5 1:15 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 5, 6, 11, 13, 18, 25 at 1:15 P.M. By reservation. Contact: Kay McGowan, LO. 5-6453.	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 4 2:30 P.M.	OPENING: SUMMER COLLECTION Showings Feb. 5, 6, 11, 13, 18, 25 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

1 more Corrections

Wednesday
5, 6, 11

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 5 3:30 P.M.	PREVIEW: SUMMER COLLECTION Preview of Joan Leslie's Summer "Misses Sizes for the Young Connoisseur," at new showroom. By invitation. Continuous daily thereafter. Contact: Isabelle Crawford, LW. 4-9000.	JOAN LESLIE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 5 4:00 P.M.	PREVIEW OF SUMMER FASHIONS Lee Claire will present cocktail and formal fashions in a "galaxy" of stars for Summer nights. By invitation. Continuous thereafter. Contact: Jack Sulzer or Al Davis, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Feb. 5 4:00 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION Preview of Summer dresses and coordinates. By invitation. Thereafter continuous at showroom. Contact: OX. 5-4270.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday Feb. 5 4:00 P.M.	OPENING: SUMMER COLLECTION Showings at 4:00 P.M., Feb. 5, 7, 11, 13. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday Feb. 5	OPENING: SUMMER JUNIOR COLLECTION Summer junior dresses and sportswear at informal showings. By appointment. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Beginning Tuesday Feb. 5	OPENING: SUMMER COLLECTION Continuous showings of Summer collection, designed by Bob Bugnand. (Press preview will be set later.) Contact: Sylvan Fox, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Tuesday Feb. 5	OPENING OF SUMMER COLLECTION Daily informal showings, by appointment. Publ.: Hilda Sherey, PE. 6-0900.	R & K ORIGINALS, INC.	1400 BROADWAY SHOWROOM - 5TH FLOOR
Wednesday Feb. 6 10:30 A.M.	PRESS PREVIEW: SUMMER PETITES Preview of couture Summer collection. For the press, by invitation. Thereafter Feb. 12, 13, 19 at 10:30 A.M. By appointment. Contact: Laura Cantor, PE. 6-5475.	N.S. PETITES -- LLOYD WEILL	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Feb. 6 10:30 A.M.; 11:30 A.M.	OPENING: SUMMER COLLECTIONS Showings--Leonard Arkin Feb. 6 and 11 at 10:30; Andrew Arkin Feb. 6 and 11 at 11:30. Contact: Miss Brigitte, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Feb. 6 3:00 P.M.	OPENING: SUMMER DRESS COLLECTION Showings Feb. 6, 7, 12 at 3:00 P.M. Contact: WI. 7-5324.	ANDREA A.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Feb. 6 4:00 P.M.	OPENING: SUMMER COLLECTION Sportswear, playclothes, and dresses, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter. Publicity: Margaret Hodge, 110 West 51st Street, IT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 6 4:00 P.M. Cocktails	OPENING: SUMMER COLLECTION Malcolm Starr will present the Frank Starr Originals Summer collection, designed by Elinor Simmons and Celia Phillips. By invitation. Thereafter Feb. 12 and 14, by appointment. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Wednesday Feb. 6	OPENING OF SUMMER COLLECTION Continuous showings of cashmere coordinates and boutique separates, designed by Dorothy Arden. Contact: CH. 4-2370.	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Feb. 7 2:30 P.M.	OPENING: SUMMER COLLECTION Showings at 2:30 P.M., Feb. 7, 12, 14. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday Feb. 7 2:30 P.M.	OPENING: SUMMER COLLECTION Also, Feb. 8, 12, 13, 20 at 2:30 P.M. Contact: CH. 4-1872.	LARRY ALDRICH	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday Feb. 7- 7:30 P.M.- 9:30 P.M.	INDUSTRY SEMINAR Speakers: Margaret Hockaday, Hockaday Assoc.: "The Impact of Fragrance Advertising"; Jack Osborn, Osborn Charles Assoc., Inc.: "The Image in Packaging"; Lee Ballard, Lee Ballard Assoc., Inc.: "The Intricacies of Dept. Store Promotion." Prices: \$3.00, members; \$4.00, guests. Publicity: Annette Green Assoc., 101 Park Avenue, MU. 3-5563.	THE FRAGRANCE FOUNDATION	ADVERTISING CLUB 23 PARK AVENUE
Friday Feb. 8 10:30 A.M.	OPENING OF SUMMER COLLECTION Misses and petite sizes, designed by Don Breitinger. Showings at 12:00 Noon Feb. 12 and 19. By appointment. Contact: LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday Feb. 8 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Wragge's Summer collection. Thereafter Feb. 12, 13, 18 at 11:00 A.M. All showings by invitation only. Contact: Mary Feld, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Feb. 8 12:00 Noon	OPENING OF SUMMER COLLECTION Showings at 12:00 Noon, Feb. 8, 11, 13, 14, 18, 20. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday Feb. 8 12:00 Noon	OPENING OF SUMMER COLLECTION Paul Blumenstein's Summer collection Feb. 8 and 13 at 12:00 Noon. By reservation. Contact: WI. 7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday Feb. 11 12:00 Noon Luncheon	COSMETICS DIVISION LUNCHEON MEETING "Where's The Action." Speakers: Leonard H. Lavin, President--Alberto-Culver Co.; Eve Nelson, Promotion Director--E.J. Korvette. Chmn.: Helen Van Slyke-- House of Fragrance, and Bruce Clerke--Ladies Home Journal. Prices: \$8.00, members; \$10.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 11 1:00 P.M.	OPENING: SUMMER COLLECTION Showings at 1:00 P.M., Feb. 11, 12, 13, 18, 19, 20, 25. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday Feb. 11 2:30 P.M.	OPENING: SUMMER PETITE COLLECTION Showings Feb. 11, 15, 18, 21 at 2:30 P.M. Contact: CH. 4-1872.	LARRY ALDRICH PETITES	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday Feb. 11 3:30 P.M.- 5:30 P.M.	PRESS PREVIEW: FINE DENIER NYLON Allied Chemical will introduce their fine nylon denier to the press only. By invitation. Contact: Penny Baker at Donald E. Degnan Assoc., TN. 7-0808.	ALLIED CHEMICAL CORPORATION	PLACE TO BE ANNOUNCED
Monday Feb. 11 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTIONS Summer collections by Sylvan Rich for Martini Designed; and Jerry Parnis for Miss Martini. By invitation. Also showing Feb. 12, 14, 18, 20 at 2:30 P.M. By appointment. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED; & MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Monday Feb. 11	OPENING: SUMMER COLLECTION Informal showings of Vera Maxwell's Summer collection. By appointment. Contact: Harold Queler, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Beginning Monday Feb. 11	OPENING OF SUMMER DRESS COLLECTION Continuous daily showings of Mignon's Summer collection. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 12 10:00 A.M.	OPENING OF SUMMER COLLECTION Showings at 10:00 A.M., Feb. 12, 13, 14, 19, 21. By reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 12 10:30 A.M.	OPENING OF SUMMER COLLECTION Showings at 10:30, Feb. 12, 14, 19 and 21. By appointment. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 12 1:00 P.M.	OPENING: SUMMER COLLECTION Hannah Troy's Summer collection on Feb. 12, 13, 19, 20, 26, 27 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Feb. 12 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Showings Feb. 12, 14, 18, 20 at 1:15 P.M. Thereafter by appointment. Contact: Lucile Gordon, LO. 5-2727.	DAVID GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 12 2:30 P.M.	OPENING: SUMMER COLLECTION Showings Feb. 12 and 19 at 2:30; also Feb. 20 at 10:30 A.M. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 12 2:30 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 12, 13, 14, 19, 20, 26 at 2:30 P.M. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR By reservation.
Wednesday Feb. 13 10:30 A.M.	OPENING OF SUMMER COLLECTION Showing of Summer collection designed by Wilson Folmar, Feb. 13, 14, 20 at 10:30 A.M. By appointment. Contact: Marta Schreiber or Myra de Francesca, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Feb. 13 12:00 Noon	OPENING: SUMMER COLLECTION Mollie Parnis' Summer collection, Feb. 13, 14, 19, 21 at 12:00 Noon. By reservation. Contact: Lou Scobell, BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Feb. 13 2:30 P.M.	OPENING OF SUMMER COLLECTION Summer collection at 2:30, Feb. 13 and 20. By invitation. Contact: Muriel Morris or Joanne Jaap, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Feb. 13 4:00 P.M.	MISS BERGDORF FASHIONS AT PRESS PREVIEW Preview for press of Miss Bergdorf Spring fashions. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Thursday Feb. 14 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING "Trans World Flight Fashions by TWA"--Spring fashions by Vera Maxwell. Shoes--Fiorentina. Gloves--Kislav. Door Prizes--Georg Jensen, Monet, TWA. Corday perfume presented to each guest. Press by invitation. Public by reservation--\$4.75; contact:"Headwaiter," EL. 5-3000. Waldorf Fashion Publicity: Ann Walsh. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	VERA MAXWELL, INC. (530 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Feb. 19 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Spring custom-order fashions at a preview for press. By invitation. Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER, INC.	609 FIFTH AVENUE SALON - 8TH FLOOR
Thursday Feb. 28 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Spring custom-order collection, designed by Leslie Morris. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Monday March 4 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Spring collection. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Monday March 4 4:00 P.M.	PRESS PREVIEW OF IMPORT COLLECTION Spring import collection by Bergdorf Goodman will be previewed for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR

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